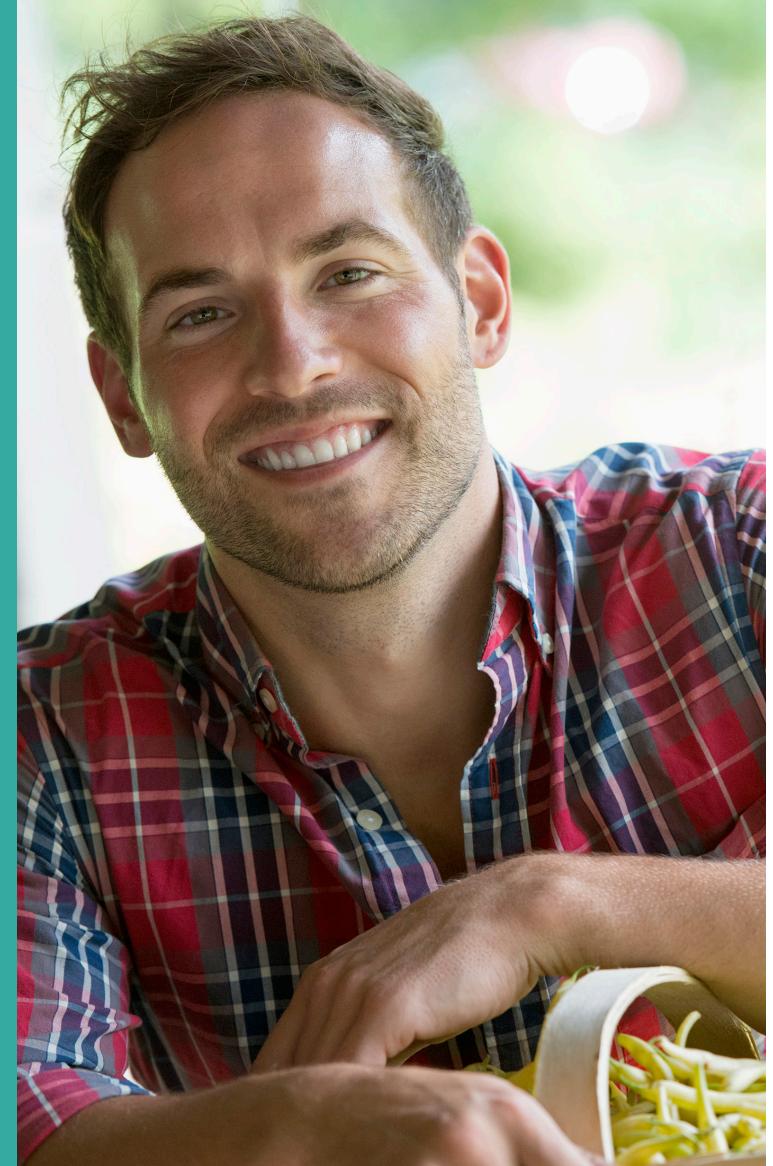


# MEMBER BENEFITS GUIDE



A guide to  
365 days of value  
for you and  
your colleagues.



**pma** | PRODUCE  
MARKETING  
ASSOCIATION

As your association, it's PMA's job to help you make connections with the right people, information, tools and insights that grow your business and make you more profitable.

## Welcome to PMA.



Bryan Silbermann, **CEO**  
and  
Cathy Burns, **President**

As a PMA member, you are part of a professional community that spans the entire global produce and floral supply chain—giving you year-round access to industry experts in food safety and technology, global trends, supply chain efficiencies, talent development and more.

Additionally, through your membership, you have unlimited access to [pma.com](http://pma.com). This 24/7 information portal keeps you up to date on trends, technologies and important issues impacting your business and our industry.

Like any business investment, the more you use your PMA membership, the greater your ROI. We encourage you to make the most of your PMA membership by:

- Connecting to your fellow members through our online member directory
- Participating in our many networking and educational events
- Volunteering with PMA to help drive industry initiatives and meet new contacts
- Tapping into the deep knowledge and expertise of our staff

PMA is your home for valuable connections, relevant information and access to innovative products, solutions and technologies. Together, let's build the supply chain of the future and drive demand for the products you grow, ship and sell.

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## Join our community

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# Let's grow

Who we are. What we do.

**You** are a vital member of a thriving, ever-changing industry.

**We** are a global network at your fingertips, a partner that can help you grow, prosper and increase global consumption of fresh produce.

It is our hope that you come to rely on PMA and the PMA Foundation for Industry Talent as your 24/7/365-day-a-year resource, fulfilling our commitment to help you make the connections you need to succeed in today's complex global economy. Your membership bridges counties, countries, oceans and hemispheres, opens doors to the latest food science and technology, nurtures talent and spearheads issues leadership.

By working together we will maintain a strong, sustainable industry as we move our businesses forward into the future. It is our pleasure to assist you, every step of the way.



## PMA's Mission

To connect, inform and deliver industry solutions that enhance members' prosperity.

## PMA Foundation's Mission

To attract, develop and retain talent for the global produce and floral industry.

## PMA/PMA Foundation Vision

PMA and its Foundation will educate, inspire and lead the produce community worldwide.

# Our four key value areas are aligned with your current and future needs.

## GLOBAL CONNECTIONS



We're growing our community in the U.S. and around the world, connecting you to more opportunities to increase your business. We're linking you to new contacts, new markets and the business and consumer trends and insights you need, whether you are in Salinas or Sydney, Santiago or Shanghai.

### TAKE ADVANTAGE OF:

- Events & Conferences
- Global Consumer & Industry Trends
- Industry-Focused Education

## INDUSTRY TALENT



The PMA Foundation for Industry Talent works to attract, develop and retain talent for our members worldwide—the talent you need to continue innovating and driving consumer demand.

### YOU'LL FIND:

- Talent Development Programs
- Networking & Training Events
- Industry Resources

## SCIENCE & TECHNOLOGY



We're working to translate innovations in science and technology into practical, "real-world" solutions you can apply to your business.

### PMA OFFERS IN-HOUSE EXPERTISE ON:

- Food Safety Science & Regulations
- Crisis Management
- Supply Chain Efficiencies
- Sustainability
- Food Safety Detection Technologies
- Data Science
- Agricultural Input Management

## ISSUES LEADERSHIP



We have a sharper focus on issues impacting *our* industry and *your* business.

### INCLUDING:

- Increasing consumption initiatives
- Fostering global trade
- Strengthening food safety throughout the supply chain so that consumers have access to safe, healthy products

# Membership at a glance

Your PMA community at your fingertips.

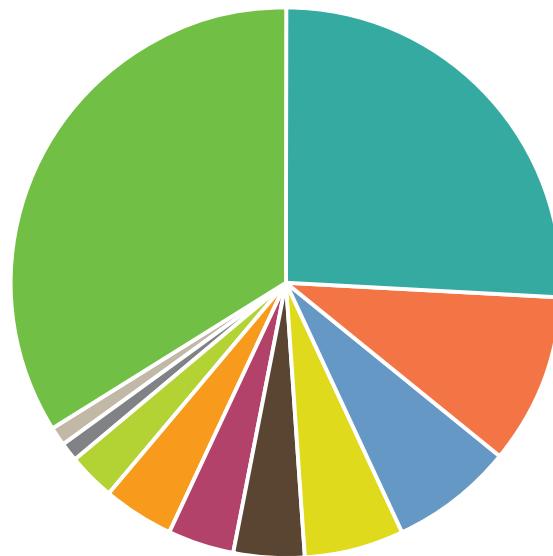
Small, family-owned businesses.

Massive, multinational companies.

They all find a home, and value, at PMA. From perspectives on scientific advances and consumer trends to issues leadership, our members find connections to people, information, tools and insights that help their organizations thrive.



## By Business



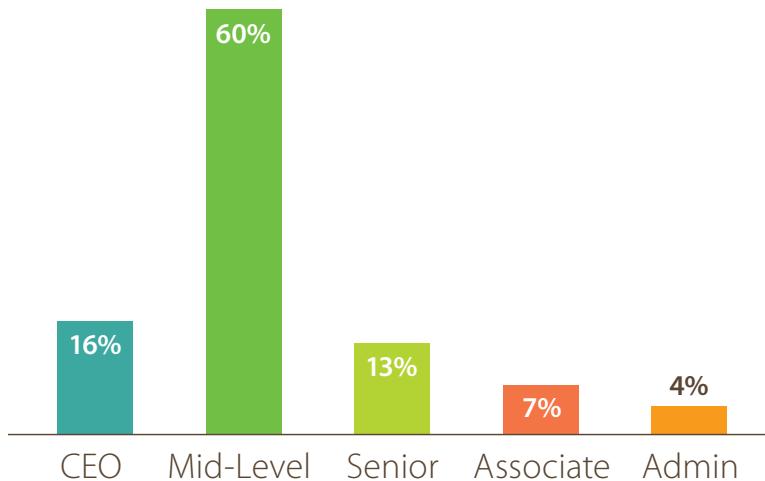
34%	Grower-Shipper-Processor
26%	Industry Product/Solution Provider
10%	Wholesaler
7%	Supermarket/Mass Market
6%	Promotional Organization
4%	Distributor
4%	Foodservice Distributor
4%	Broker
3%	Floral
1%	Foodservice Operator
1%	Other



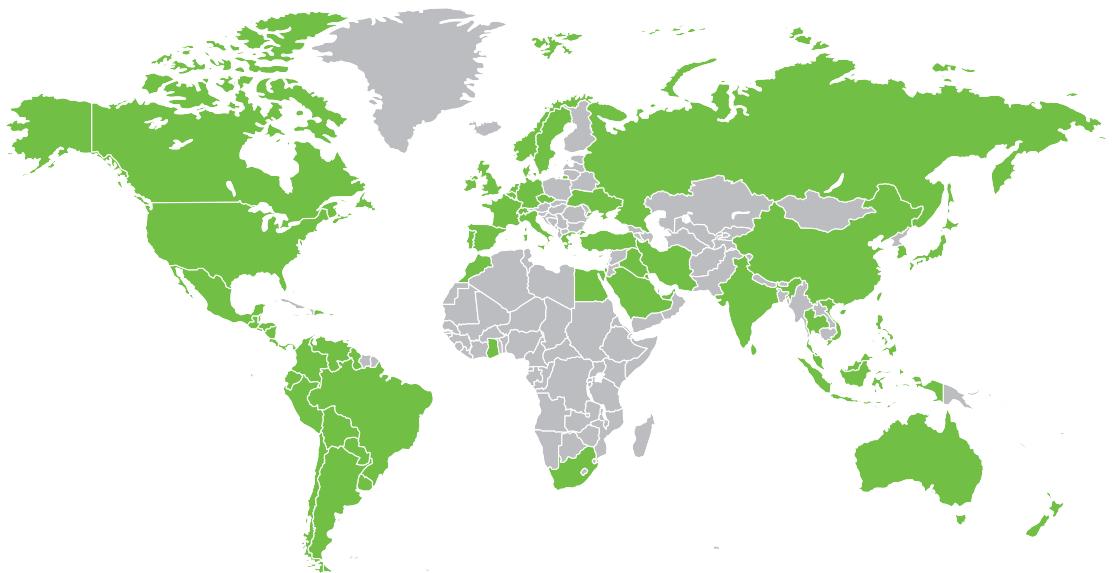
We believe that by sharing best practices and ideas across the globe, our industry will grow stronger and more innovative. Explore [pma.com](http://pma.com).



## By Level



## By Location



2,800 companies

27,000 buyers & suppliers

5 continents

55 countries

*"Through PMA's global connections,  
we increased revenues 10 times. Now, we  
expect 25% year-over-year growth."*

— Pablo Borquez  
President  
Campos Borquez (Mexico)  
Member since 2005

In the produce and floral business,  
as in any business, *who* you know is often as  
important as *what* you know. As a PMA member,  
you have a unique opportunity to build a  
customized, global network of the people who  
can most impact your success.

= PMA members

# Build industry contacts

## Our relationships run deep.

Buyers want to meet suppliers.

Suppliers want to meet buyers.

And everyone wants the same thing: to make the contacts who will make a difference. PMA's rich, varied offerings are specifically designed to enhance networking opportunities, inspire new connections and enrich relationships that have already been forged.

## GLOBAL EVENTS & PROGRAMS

### Fresh Summit Convention & Expo

Every October, more than 20,000 buyers, suppliers and solutions providers from across the global produce and floral industry join to learn how to anticipate change, identify emerging trends and profit from new opportunities. With more than 4,000 buyers and 1,000 exhibitors, Fresh Summit has become the industry's "must-attend" event. To learn more, visit [freshsummit.com](http://freshsummit.com).

### Foodservice Conference & Expo

More than 1,700 attendees and 160 exhibitors, representing the entire supply chain, gather at the PMA Foodservice Conference & Expo to create partnerships, meet future talent and gather insights into the latest trends and issues facing the foodservice industry.

It's truly a unique opportunity for foodservice professionals to reconnect with each other and learn about the latest innovations in technology, products and services. For details, visit [pma.com/foodservice](http://pma.com/foodservice).



### Fresh Connections & Other Global Events

As a global organization, we host events close to where our members live and work. That's why it's not uncommon to see Fresh Connections events in the United States, Australia-New Zealand, Brazil, South Africa and China.

Industry leaders get to network face to face, while sharing perspectives on relevant, timely issues. Find an event near you, visit [pma.com/events](http://pma.com/events).

### Center for Produce Safety Research Symposium

Co-founded by PMA, the Center for Produce Safety (CPS) is a collaborative partnership leveraging the combined expertise of industry, government, scientific and academic communities, to focus on research needed to continually enhance food safety.

Research findings presented at the CPS Research Symposium offer real-world solutions based on the latest in food safety practices, as well as harvest and post-harvest handling. To learn more, visit [centerforproduc esafety.org](http://centerforproduc esafety.org).



*"It's a great, full-circle experience. Before attending Fresh Summit, I requested a customized contact list. I met folks in person. Then, I used the same list to follow up afterward. Easy and productive."*

— Walt Dasher  
Vice President  
G&R Farms (USA)  
Member since 2009

## PMA Foundation programs & events

The PMA Foundation offers individuals at every stage of their careers, and companies across the supply chain, a variety of solutions for development along the entire "career continuum."

PMA Foundation programs and events are designed to attract, develop and retain the best and brightest.

**See chart on page 16 to determine which programs are most relevant to you.**

## Global membership directory

There's no better way to find prospects, or have them find you, than through our online Global Membership Directory.

Use this comprehensive resource to develop new partnerships. Connect with others in your country, in countries where you would like to expand your business and with those who share your industry interests.

Search by name, business type, commodity, geographic location, keyword and more.

## Customizable contact lists

Our customizable contact lists are one of our most frequently requested member tools. PMA's knowledgeable staff can connect you with the prospects and potential partners you need to build your business.

Linking with companies across the supply chain and around the world becomes both easy and fast. This valuable tool is available exclusively to PMA members.

Contact the PMA Member Relations team at **+1 (302) 738-7100** for assistance.

## Event registration lists

We've taken the guesswork out of networking. With our event registration lists, it's easy to connect with PMA and PMA Foundation event attendees: buyers, sellers, owners, managers and virtually all decision makers in the industry, before and after an event.

## Virtual networking

We are where you are. Connect with PMA members across the supply chain on Facebook, Twitter, LinkedIn and more.



For a full listing of PMA and PMA Foundation programs and events, visit [pma.com/events](http://pma.com/events).

# Stay informed

Resources that support and enlighten.

While we're tied together by industry, our members' needs are varied and specific.

That's why we offer a comprehensive list of custom resources to support, inform and enlighten, regardless of where you fall on the supply chain.

## *fresh Magazine*

More than 19,000 readers rely on *fresh Magazine* for information and insights. Four issues a year (delivered in both print and digital formats) offer concise, data-packed articles covering the latest influences on the global fresh produce and floral industry, as well as the PMA community. Highlighting perspectives from our industry and others, *fresh* keeps you up to date on innovative people and companies, hot topics, best practices, consumer trends, advances in science and technology and more.

## [pma.com](http://pma.com) & [pmafoundation.com](http://pmafoundation.com)

One of the greatest assets PMA members have at their disposal are our dynamic websites, packed with resources built on PMA's four pillars. Make global connections, stay on top of the most advanced science and technology, explore industry talent and nurture leadership by making visits to [pma.com](http://pma.com) and [pmafoundation.com](http://pmafoundation.com) part of your routine.



## Digital newsletters

### **PMA SMARTBRIEF**

This free service features summaries of the day's most important headlines, selected from hundreds of global business and industry publications, to keep you abreast of the latest news in the global produce and floral industry.

To become a subscriber to *PMA SmartBrief* visit [smartbrief.com/pma](http://smartbrief.com/pma). *PMA SmartBrief* will arrive as an email every weekday. You can unsubscribe at any time.

### **Fresh Picks**

This monthly e-newsletter offers insight on relevant PMA news, initiatives and value. Your subscription is automatically included in your membership.

## Global connections

### **GLOBAL CONSUMER & INDUSTRY RESEARCH**

Learn how consumer perceptions, attitudes and behaviors will impact your business.

Enjoy free access to statistics, trends and industry reports that will keep you competitive in today's fast-paced, global marketplace.

## Custom research requests

Exclusive to members, you can depend on PMA to help you:

- Gather the latest global market and consumer research
- Provide benchmarking information
- Access global economic and government data

Call **+1 (302) 738-7100** for assistance.



## Science & technology

### SCIENCE AND TECHNOLOGY RESOURCES

PMA's Science and Technology team is the leading source on established and emerging technologies that can help you gain efficiencies, track and control inventory and save money. We're your go-to resource for:

- Food safety guidance and new technologies
- Data standards and synchronization
- Product identification standards
- Data science
- Agricultural input management
- Traceability
- E-commerce

Review the latest science and technology at [pma.com](http://pma.com).

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*"When we faced a critical recall decision, PMA did some research and connected us to the exact people within the FDA to help us. In a matter of hours we had the answers we needed to maintain consumer confidence and buyer trust. PMA's connections saved the day."*

—Kevin Donovan  
National Sales Manager  
Phillips Mushroom Farms (USA)  
Member since 1980

### FOOD SAFETY RESEARCH AND RESOURCES

Find the tools and technologies critical to safeguarding your products and customers. From technical food safety white papers to executive-level overviews, we have real-world answers to your food safety questions. PMA is also your go-to resource for crisis management expertise. Should a crisis arise, our Science & Technology Team will offer one-on-one guidance and recommendations. Reach us at **+1 (302) 738-7100**.

### CENTER FOR PRODUCE SAFETY (CPS)

PMA has proudly contributed more than \$3 million to support the Center for Produce Safety (CPS) at the University of California, Davis. CPS is focused on aggressive research, training and outreach to reduce the risk factors of foodborne illness in produce. The year's research results are shared at the Center for Produce Safety Research Symposium and distilled by PMA into actionable business solutions.

## Industry talent

Turn to [pmafoundation.com](http://pmafoundation.com) for produce and floral industry talent development resources. Here, you'll discover education programs and networking events designed for every phase of your career.

# Give back

## Profit from participation.

In produce, in floral, in membership—the more you put in, the more you get out.

We invite you to explore the many ways we can enrich your PMA experience, while simultaneously benefiting your career and organization.



### Inspire future talent

Your past and present can help shape a young person's future. Consider sharing your professional experiences as a PMA Career Ambassador, classroom speaker and/or career fair volunteer. This is your opportunity to answer questions, give advice and provide general mentoring to students interested in learning more about a career in fresh produce.

### Volunteer

When you donate your time and talents to PMA and the PMA Foundation, we all prosper. Volunteering is your opportunity to connect with industry peers, identify solutions and craft strategies that will move our industry forward. Our Board of Directors and committees focus on strategy and implementation to keep our work and funds prioritized to meet member needs. Our volunteers enjoy personal and professional growth opportunities, as well as brand recognition for their places of employment.

→ To learn how to volunteer, visit **pma.com/about/volunteer** or call the Volunteer Relations team at **+1 (302) 738-7100**.



## Gold Circle: The campaign for food safety

PMA's Gold Circle Campaign for Food Safety funds critical programs and initiatives that use research to proactively prevent the disastrous ramifications of a food safety outbreak. This important work is crucial for your business, our industry and the global community at large.

This is a unique opportunity, available only to PMA members. For an annual investment of \$1,000 (just \$19/week), you'll receive a package worth more than \$3,500 in advertising and event discounts. Visit [pma.com/goldcircle](http://pma.com/goldcircle) to learn more or become a supporter.

## Give a gift

It is through the generous contributions of members just like you that the PMA Foundation for Industry Talent is able to further its mission to attract, develop and retain talent. Our variety of contributor recognition programs allows us to say "thank you" and honor those who have demonstrated their commitment to ensuring a stronger, smarter global supply chain for generations to come.

To learn more or to make a contribution, please visit  
<https://pmafoundationgive.pma.com>.

*"Being a PMA volunteer is well worth the time and energy. Not only are you able to network and make valuable business relationships, but it is very gratifying to give back to such a great industry."*

—Jacquie Ediger  
Vice President  
Pro Citrus Network, Inc. (USA)  
Member since 2005

# Build your brand

## Advertising and sponsorship.

A variety of opportunities exist to leverage a membership base of thousands.

Imagine: all those eyes on your brand and your message, at exactly the right time, at exactly the right place.



### Advertising

#### ***fresh* MAGAZINE**

Jumpstart your profits by showcasing your product or service in *fresh*—PMA's insightful, hard-hitting magazine. With four engaging issues per year, *fresh* mails to nearly 5,000 fresh produce and floral professionals and is delivered digitally to more than 19,000 individuals, including 95 of the top 225 retailers and more than 3,000 PMA members, representing all segments of the global supply chain.

#### **PMA SMARTBRIEF**

This daily e-news brief delivers relevant and timely news stories about the produce and floral industry. To save time, stay up to date and become more effective at their jobs, PMA members and other industry professionals depend on *PMA SmartBrief*'s free summaries of the day's most important headlines, selected from hundreds of global business and industry publications. Now you can reach these readers on a daily basis by advertising or placing a press release.

→ To learn more about *fresh* Magazine's affordable, customized advertising packages, visit **pma.com** or call our Business Development team at **+ 1 (302) 738-7100**.

→ For more information on advertising to an audience of B2B decision makers, email **sales@smartbrief.com**.



## Sponsorships

### EVENTS

Gain brand recognition and visibility affordably by sponsoring the PMA and PMA Foundation events of your choice. We can help you customize a package for any of our programs and events.

*"Our Business Development contacts continually help us create sponsorship packages that not only work within our budget, but effectively achieve our goals. We appreciate the attention and the work of the entire team. We'll be back for more."*

— John Anderson  
Chairman/President/CEO  
The Oppenheimer Group (Canada)  
Member since 1983



To learn more, contact Business Development  
at **+1 (302) 738-7100**.

# Attract, develop and retain talent

## Educating, inspiring and leading industry talent.



Created in 2005 as a nonprofit, 501(c)(3) charitable organization, PMA's Foundation for Industry Talent is growing the produce and floral industry's future by delivering education programs and networking events that attract, develop and retain talent. Our goal is to secure a strong workforce for the global produce and floral industry. The PMA Foundation offers you a variety of solutions for development at every stage of your career.

Programs & events:	Designed exclusively for:	Attendees gain:	Presented in partnership with:
<b>EXECUTIVE LEADERSHIP SYMPOSIUM</b>	Senior executives who define and lead strategy in their organizations and affect change	Global perspective, actionable strategies and new partnerships with peers in the industry	Cornell University
<b>HIGH PERFORMANCE MANAGEMENT CONFERENCE</b>	Mid-level managers responsible for translating company business strategies into business results	Cutting-edge training in areas such as globalization, food safety, technology, team leadership and more	
<b>EMERGING LEADERS PROGRAM</b>	Rising stars positioned to embrace increasing levels of responsibility and become ready for the challenges and opportunities that will accompany their future roles	Critical management, reasoning and leadership skills through real-world simulations, case studies, group exercises and discussions	Thunderbird School of Global Management
<b>WOMEN'S FRESH PERSPECTIVES</b> • RECEPTION • LEADERSHIP BREAKFAST • CONFERENCE	Women in the produce industry who seek career development and advancement	Access to a suite of programs cultivating women's potential through networking, education and leadership skills development	
<b>YOUNG PROFESSIONALS NETWORKING RECEPTION AND WEBINAR SERIES</b>	Industry professionals age 35 and younger	One-on-one access to industry experts providing networking opportunities and insights on general business practices and industry-related issues	
<b>CAREER PATHWAYS*</b>	Best and brightest university students	Mentoring, education, networking and access to industry-wide events	<ul style="list-style-type: none"> <li>• Canadian Produce Marketing Association</li> <li>• Florida Fruit &amp; Vegetable Association</li> <li>• Fresh Produce &amp; Floral Council</li> <li>• New England Produce Council</li> </ul>
<b>CAREER &amp; BURSARY FAIRS</b>	High school and university students in South Africa	Insights into career opportunities in commercial farming	<ul style="list-style-type: none"> <li>• Stellenbosch University</li> <li>• University of Pretoria</li> </ul>

\*Available at the following PMA events: Fresh Summit Convention & Expo, Foodservice Conference & Expo and Tech Knowledge.



## Make a gift. Make a difference.

Contributions allow the PMA Foundation to invest donor dollars in new and existing solutions that address the talent challenges of the global produce and floral industry. More than a gift, it's an investment toward maintaining our industry's most important asset: our people.

*"There's no question about it. The PMA Foundation is vitally important to both the future of my company and our industry. Our employees who participate in their programs and events always grow from the experience. Year after year, these offerings directly impact our success."*

—Jim Leimkuhler  
President/Owner  
Progressive Produce Corporation (USA)  
Member since 1990  
PMA Foundation Contributor since 2006



For more details, visit [pmafoundation.com](http://pmafoundation.com).

# Make business bloom

## Access to floral resources.

Supermarket floral retailers and suppliers depend on PMA to develop benefits for the floral industry, provide a unified voice that influences industry issues and offer opportunities to deepen relationships within the supply chain.



### Floral networking & events

Floral growers, suppliers, wholesalers and retailers all count themselves a vibrant part of our PMA family. Exciting, pioneering networking and floral-focused events allow you to connect with like-minded decision makers, industry leaders and innovators. Plus, the Floral Pavilion at PMA's annual Fresh Summit Convention & Expo offers a "can't miss" opportunity to bolster relationships and showcase products. Visit, exhibit, meet and learn!

### Research and resources

**pma.com** is your new, go-to resource for consumer, market and technology trends in the floral industry. The information available to our members is varied and vast. Plus, it's available to you every day and every night.



Find a strategic partner in PMA.  
Visit **pma.com/floral**.



*"We live in a world of constant change. When you join PMA, you connect with a future-focused, global floral community—one that is uniquely structured to help members identify trends and seize growth opportunities."*

—Debora Coleman  
Vice President, Floral  
Albertsons/Safeway (USA)  
Member since 1975

# Realize ROI

## 7 tips for new members.

How to get the most from your PMA membership, right off the bat.

*"I was worried I'd get lost as a new PMA member. That couldn't have been further from the truth. Everyone has gone out of their way to help me get the most value from my membership."*

—Paul Boris  
VP of Sales  
Agritrade Farms, LLC (USA)  
Member since 2013



### 1 Add all of your colleagues to your membership.

As a member, your entire staff can engage with PMA at no additional cost. Exposing all your key people to our industry's best practices exponentially increases the return on your investment.

### 2 Access the PMA Membership Directory.

Make connections immediately with PMA's global member base: buyers and sellers from more than 55 countries.

### 3 Request custom business contact lists.

Your PMA Member Relations team is ready to help you craft a list that meets your specific needs. Just give us a call at **+1 (302) 738-7100**.

### 4 Register for PMA and PMA Foundation programs and events.

Reduced rates and exclusive access to event registration lists means you can connect to partners and colleagues before and after events.



## 5 Subscribe to PMA's digital newsletters and blogs.

Increase your competitiveness and enhance efficiencies with timely coverage of news, research and trends.

## 6 Volunteer.

Sharing your time and passion as a volunteer is a great way to connect with fellow industry leaders. The more actively engaged you are in our PMA community, the greater your return on investment. Contact our Volunteer Relations team at **+1 (302) 738-7100**.

## 7 Become a PMA and PMA Foundation sponsor or advertiser.

Maximize your company's visibility and increase brand recognition with decision makers across the produce and floral supply chain.

→ Visit **pma.com** or call **+1 (302) 738-7100** to get started!

# Get answers

## Top 5 member FAQs.

*"Honest. Quick.  
Knowledgeable.  
I trust PMA to be  
prepared to help me, no  
matter the challenge."*

—Shaopeng Chen  
President  
Joyvio Group (China)  
Member since 2013

→ Got a question  
that didn't make  
the Top 5? Give us a call  
at **+1 (302) 738-7100**  
or email us at  
**solutionctr@pma.com**.



Q

**Is PMA membership only for U.S. companies of a certain size?**

A

No. We are a global organization with members located in more than 55 countries around the world. Our members range from large, multinational companies to small, family enterprises. And they represent the entire supply chain, industry and government agencies, regional and commodity associations and other influencers.

Q

**What is the length of membership?**

A

Your membership is active for 12 months from the date your dues are received (retroactive to the 1<sup>st</sup> of the month).

Q

**How many people may access benefits from within my company?**

A

All of them. There is no additional cost to have every member of your staff access PMA's benefits. Enroll as many individuals as you would like!

Q

**I want to make sure membership benefits get to key people in a variety of departments and locations throughout my organization. How do I enroll my colleagues in PMA programs and services?**

A

Send a list of your staff, including individuals' contact information (title, address, phone, fax and email) to the PMA Solutions Center at **solutionctr@pma.com**.

Q

**I'm not a member yet. How do I sign up?**

A

Download a membership application at **pma.com/memberbenefits** or call Member Relations at **+1 (302) 738-7100**.

# Join our community

## Join or renew your membership.

If you're not currently a PMA member, hopefully you see the impressive value we can bring to your business.

If you're already a member, now would be a great time to renew. Take advantage of our programs and events. Leverage the year-round value of membership. Grow your network, your efficiencies and your business.

### To ask a question:



Call:  
**+1 (302) 738-7100**

### To renew:



Visit:  
**pma.com/memberbenefits**

### To enroll:



Download an application at:  
**pma.com/memberbenefits**



Send us your completed application via:



Email:  
**solutionctr@pma.com**

OR



Fax:  
**+1 (302) 731-2409**

OR



Mail:  
Produce Marketing Association (PMA)  
P.O. Box 6036  
Newark, DE 19714-6036  
USA



*"Being a member of PMA is like having an extended team of experts working on many facets of our business. The value we have experienced in our membership has been a key contributor to our success."*

—Russ Mounce  
Senior Director Produce and Floral  
Sam's Wholesale Club (USA)  
Member since 1990



Let's build connections to experts, ideas, trends and talent. Create demand for what you grow, ship and sell. Appeal to consumers. Inspire better lifestyles. Tell *our* story. Together, let's increase consumption. **Let's grow.**



A guide to  
365 days of value  
for you and  
your colleagues.